



THE STAR UNVEILS NEW RETAIL TENANTS

Frisco, Texas (December 15, 2016) – Excitement for The Star in Frisco continued to build today with the unveiling of 14 new retailers set to open in early 2017.

Cane Rosso, Concrete Cowboy, Cow Tipping Creamery, Donut Kitchen, East Hampton Sandwich Co., Howard Wang's China Grill, PlainsCapital Bank, Raising Canes, The Common Table, The Lincoln Experience Center, Trophy Park, Yucatan Taco Stand, Zaytinya and Ziziki's will join the list of previously announced tenants within the 200,000 square foot retail block located south of The Ford Center and Dallas Cowboys World Headquarters.

Today also includes the soft opening of Fans United at The Star, the store that will sell team apparel, fashion, souvenirs and memorabilia for the Cowboys and amateur teams. Located at the Ford Center, situated in a 10,000-square-foot store behind the south end zone, Fans United will sell Frisco high school merchandise, licensed apparel for the Cowboys, Rangers, Stars, Mavericks and FC Dallas, plus regional colleges including the University of Texas.

"The retail area at The Star was designed with the community, fans and visitors in mind," said Charlotte Jones Anderson, Executive Vice President and Chief Brand Officer, Dallas Cowboys. "The combination of these great partners allow guests to enjoy The Star whether there is a special event happening, or a simple night out, any night of the week."

Retail space at The Star was designed by O'Brien Architects and limited space is still available via [Lincoln Property Company](#) (214-740-3300). The Cowboys will continue to announce additional retailers within The Star in the coming months. The retail space at The Star is scheduled to be completed early 2017.

The Jones family with several of their new neighbors announced the following restaurants will be opening locations at The Star:

- **Cane Rosso:** The first location of Cane Rosso was opened in early 2011 in Dallas' Deep Ellum district. Led by Executive Chef and Master Pizzaiolo, Dino Santonicola, Cane Rosso serves the most authentic Neapolitan style pizza in the metroplex. Its fresh, never-frozen dough is made in-house every day, using all natural "double-zero" flour imported from Italy. The sauce for Cane Rosso's pizzas is made from hand-crushed San Marzano tomatoes, and the mozzarella is made fresh in-house daily. Cane Rosso pizzas are fired in specially built wood-fired ovens from Italy that reach 900 degrees and cook the pizzas in under 90 seconds for a delicate and light, slightly charred dough. Since opening the first Deep Ellum location, Cane Rosso was named "Best Pizza in Dallas" by D Magazine 5 years in a row, has appeared on The Food Network's "Diners, Drive-Ins, and Dives" with host, Guy Fieri, and received numerous awards and honors from The Dallas Morning News, the Dallas Observer, and Eater Dallas, as well as being listed among Eater National's 38 Essential Pizzerias in America and The Daily Meal's 101 Best Pizza Places in America.

- **Concrete Cowboy:** Concrete Cowboy is full-service restaurant and high energy bar for grown-ups - it's the perfect place to start your happy hour, to enjoy live entertainment and to watch the big game!
- **Cow Tipping Creamery:** Cow Tipping Creamery started as a small, family-run ice cream truck and through a partnership with Cane Rosso, expanded to the DFW metroplex in early 2016. Cow Tipping Creamery wants its ice cream to be special on its own, but also to be used as a canvas for incredible housemade and unique toppings that are not usually associated with soft serve. Cow Tipping Creamery seeks to keep people excited and create specials that complement its featured flavors of the week, while always keeping a menu of customer favorites. Cow Tipping Creamery's goal is not only to make outstanding soft serve, but to bring to customers a unique dessert that they have never experienced before.
- **The Donut Kitchen:** The Donut Kitchen is a family-owned restaurant that serves delicious breakfast and lunch 7 days a week. Its breakfast includes over 30 different kinds of traditional and gourmet donuts as well as breakfast sandwiches and kolaches. Its lunch includes a variety of fresh sandwiches, paninis, wraps, salads, and soups. And with a cozy atmosphere, very friendly customer service, and family recipes, The Donut Kitchen promises to make you feel right at home.
- **East Hampton Sandwich Co.:** East Hampton Sandwich Co. is an award winning fine-casual restaurant specializing in sandwiches, salads, and chowders, using handcrafted proteins and sauces. The chef-driven, fast casual concept, provides a refined approach towards its sandwiches, beer & wine bar, and catering.
The menu at East Hampton Sandwich Co is dedicated to handcrafted ingredients and quick, upscale service. Their famous Lobster Roll and Fried Chicken + Jack have gotten critical acclaim around DFW and the country since opening its doors in Highland Park in 2012, by founder Hunter Pond.
- **Howard Wang's China Grill:** With over 30 years of providing upscale Chinese dining to North Texas, Howard Wang has become a name synonymous with quality Chinese dining experiences. Each of Howard Wang's locations possess a distinctive atmosphere by integrating beautiful design aesthetics and the aroma of both traditional and new style Chinese American cuisine.
Howard has paved the way for a new concept of Chinese dining in DFW. The success of Howard Wang's restaurants is driven by Howard's passion in providing exciting and innovative flavors to his customers' appetites. All of the Howard Wang's restaurant menus offer a wide variety of delicious signature, new style, and health conscious (vegetarian and gluten free options) Chinese cuisine.
As a loyal Dallas Cowboys fan, Howard is very proud to have provided generations of Dallas Cowboys players with his delicious Chinese cuisine and is honored to continue the tradition with a location at the new Dallas Cowboys training facility, The Star in Frisco. The Wang family is thrilled to be among the many high caliber restaurants representing The Star in Frisco.
- **PlainsCapital Bank:** Dallas-based PlainsCapital Bank is the sixth-largest Texas-based bank by deposit market share. PlainsCapital has a statewide presence with 63 locations in Austin, Corpus Christi, Dallas, El Paso, Fort Worth, Houston, Lubbock, the Rio Grande Valley, and San Antonio. PlainsCapital's bankers are focused on building long-term relationships with their clients and are recognized for their expertise, responsiveness, straightforward way of doing business, and involvement in the community. PlainsCapital's diverse range of services includes commercial banking, treasury management, private banking, wealth management, and personal banking.
- **Raising Canes:** Founded in Baton Rouge in 1996, Raising Cane's Chicken Fingers® has more than 300 restaurants in 22 U.S. states, Kuwait, Bahrain and Saudi Arabia. The company has ONE LOVE®—quality chicken finger meals—and is known for its unique business model, exceptional customer service and active community involvement. With more than 100 restaurants in the state and a Restaurant Support Office in Plano, Raising Cane's is particularly committed to Texas focusing its efforts on education, pet welfare, active lifestyles, feeding the hungry and business development.

- **The Common Table:** The Common Table is a bar and eatery that features American fare along with craft brews, patio seating and live music. There's a tavern-like feel on the inside, and upscale comfort food such as burgers (two kinds), chicken-fried rib-eye, and grilled cheese sandwiches. The drink list is full of specialty cocktails, unusual beers, and moderately priced wines.
- **The Lincoln Experience Center:** The Lincoln Experience Center is a multi-use center that will offer people new to The Lincoln Motor Company the opportunity to learn more about the brand in a convenient, luxurious environment. Guests can relax in the connectivity lounge, discover the design inspiration behind the different Lincoln products and SUVs or customize their perfect vehicle. Earlier this year, Lincoln became the official luxury vehicle of the Dallas Cowboys. This is the second Lincoln Experience Center; the first opened in July at Fashion Island in Newport Beach, Calif.; the centers are part of Lincoln's largest investment in personalized client services and experiences – The Lincoln Way. The Lincoln Experience Center is expected to open at The Star in Frisco in late spring 2017.
- **Trophy Park:** Trophy Park Sports Lounge is a 14,000 square-foot full-service restaurant and bar that will feature gaming lounges, bowling lanes, two bar areas and a large dining area with an open kitchen. Outside will boast a 6,000 square-foot patio complete with bocce court, golf putting green and a 30-foot outdoor screen for all the Cowboys games. The menu is a smorgasbord of classic and modern American cuisine that Chefs Oscar Miranda, owner of Wholesome Grub, and Edward Gutierrez have prepared. Trophy Park's concept is geared towards entertaining families and corporate events during the day and ramping up for a more adult atmosphere after 10 p.m.
- **Yucatan Taco Stand:** Experience the bold tastes and flavors usually found only in the Yucatan region of Mexico, Central and South America. Yucatan Taco Stand proudly features the freshest Latin cuisine in a fast-casual setting. Yucatan Taco Stand is famous for our award-winning tacos, signature nachos and world class margaritas as well its bold Latin inspired dishes. Each Yucatan Taco Stand features both indoor and outdoor dining options where patrons can experience fast casual elegance surrounded by lively music, a sleek décor, warm colors and beautiful lighting. For the tequila lovers, Yucatan Taco Stand offers more than one hundred different premium 100% agave tequilas and award winning made from scratch margaritas.
- **Zaytinya:** Taking inspiration from Turkish, Greek and Lebanese cuisines, Zaytinya offers an innovative mezze menu. With a focus on small plates, guests are encouraged to share the authentic and innovative fare. Complementing the meal are creative cocktails as well as unique Mediterranean wines, hand-selected by Wine Director and Master Sommelier, Andy Meyers. Zaytinya first opened in Washington, D.C. in 2002 and since then has earned many awards and accolades, most recently receiving a Bib Gourmand distinction from the first DC Michelin Guide, two three-star reviews from the Washington Post, and the #9 spot on Washingtonian's '100 Very Best Restaurant 2016' list.
- **Ziziki's:** Ziziki's is a full-service restaurant providing unique Greek cuisine in a contemporary, neighborhood bistro setting. It offers Greek-inspired dishes made with fresh, natural, and organic ingredients.

-more-

Previously Announced Tenants

- **City Works:** City Works offers scratch-made American cuisine and over 90 unique craft beers on draft, with 25 percent of the beer lineup dedicated to local breweries. The brand's first location opened in Minneapolis in March of 2016. This will be their fourth location, and first in Texas. "We are thrilled to join the vibrant and dynamic nature of The Star, as the Jones' desire to build a best-in-class center mirrors our desire to create a showcase restaurant, featuring our top-notch audio/visual, premium beverage program, and scratch cooking," said Chris Bisallon, Co-Owner, City Works.
- **Dee Lincoln Prime:** Dee Lincoln Prime, set to open in spring 2017, will serve exceptional prime steaks, sushi and fresh seafood in a comfortable, elegant atmosphere. Dee is no stranger to the Cowboys experience, having opened Dee Lincoln's Tasting Room & Bubble Bar at AT&T Stadium in 2009. "There's truly nothing like The Star in the country; I'm honored to be in a partnership with the Jones family and excited to greet Frisco with unparalleled service and warm hospitality through Dee Lincoln Prime – Texas style," said Dee Lincoln, Proprietor, Dee Lincoln Prime.
- **Liberty Burger:** Liberty Burger is a Texas-based, fast casual restaurant known for its gourmet burgers, fries, sides, shakes and pies. This will be its first location in Frisco, and sixth in Dallas/Ft. Worth. "Much like the Dallas Cowboys, Liberty Burger prides itself as being family-owned and Texas-grown," said Luis Ibarguengoytia, Owner, Liberty Burger Frisco. "We share a community-centric vision with The Star, so this was a natural fit for our newest restaurant."
- **Mi Cocina:** Currently celebrating 25 years of delivering the finest Mexican cuisine and margaritas to Dallas/Ft. Worth, the new Mi Cocina at The Star in Frisco will be their 22nd location in Texas. "This restaurant will be unlike anything we have built in the past, and we look forward to introducing new and unique menu items to our guests in a much more relaxed and social atmosphere," said Rob Viveros, Chief Executive Officer and Owner, Mi Cocina.
- **Neighborhood Services:** Neighborhood Services' partnership with Omni is its first joint venture and three-meal-style shop. It is their fourth and largest location in Texas, and will be the first Neighborhood Services to serve breakfast. "We are really excited to be included with such a great group of people and to be part of such an amazing project," said Nick Badovinus, Chef and Owner, Neighborhood Services. "Our partnership with Omni has been a fantastic experience and we are very much looking forward to being a part of the Frisco marketplace."
- **Nestlé Toll House Café by Chip:** Nestlé Toll House Café by Chip is a premium dessert destination concept built around the world's most recognized food brand – Nestlé. Along with its universally loved Nestlé Toll House cookies and cookie cakes, the new café will serve a wide assortment of freshly baked confections, smoothies, ice creams, cold drinks, panini sandwiches, wraps and savory crepes for lunch. "We are thrilled to bring Nestle Toll House Café by Chip to The Star, which will be one of the most visible and desirable destinations in North Texas for locals and visitors alike," said Zia Haque, Owner, Nestlé Toll House Café by Chip, Frisco. "This is a one-of-a-kind opportunity for us to serve our delicious coffee and confections to a massive audience and to align our global concept with America's Team."
- **Next Step Dance:** Next Step Dance is the ultimate training facility for dancers of all ages and abilities located in Frisco, Texas. "Next Step Dance's decision to move to The Star was made with two major objectives in mind," said Michelle Stafford, Rita Allen, and Russell Spearman, Co-Owners, Next Step Dance. "First, to allow our students and parents to be associated with a world-famous organization, the Dallas Cowboys, and secondly, to introduce them to an unparalleled atmosphere to learn and practice dance of all disciplines."
- **Tupelo Honey Café:** Since opening its first location in downtown Asheville, N.C., 15 years ago, Tupelo Honey Café has become known for a scratch-made, eclectic menu of traditional and modern Southern favorites. This location will be the restaurant's 15th location and its first in Texas. "We are tremendously excited to introduce Tupelo Honey Café to Texas in such a prolific development and be associated with one of the greatest franchises in the world, the Dallas Cowboys," said Stephen Frabitore, Chief Executive Officer, Tupelo Honey Café.

###

Media Inquiries Contact:

Joe Trahan
972.497.4552
jtrahan@dallascowboys.net

David Bott
214. 443.7590
david.bott@edelman.com